




# Tools to Revitalize California Communities League of California Cities, Mayor and Council Members Executive Forum

Presenter:  
Councilman Curren D. Price, Jr.  
City of Inglewood



# A Bit About Inglewood

- ◆ Inglewood's history begins with the Centinela Adobe built in 1834 by Ygnacio Machado to protect the first settlers of Los Angeles on their way to Mexico
- ◆ The City was incorporated in 1908 and many people don't know that part of Inglewood was Mines Field, which is now LAX
- ◆ In 1954, the national Space and Missile Systems was initiated in Inglewood when the U.S. Air Force Western Development Division was established

# About Inglewood (cont'd)

- ◆ In the 1960's and 70's, Inglewood became home to two major hospitals that are still in Inglewood – Centinela and Daniel Freeman Hospitals; Hollywood Park Race Track made its home in Inglewood; and the world renowned Forum opened its doors in the late 60's to what would become the home of the World Champion Lakers Basketball team and the Kings hockey team

# About Inglewood (cont'd)

- ◆ From a population of 1,200 in 1908 to almost 120,000 today, Inglewood has become a very diverse community
- ◆ Today's population is 47 percent African American, 46 percent Latino, and about 5 percent White
- ◆ The median household income in Inglewood is slightly over \$50,000

# About Inglewood (cont'd)

- ◆ Inglewood's greatest asset is its strategic location – minutes from LAX; located at the hub of the I-105 and I-405 freeways, minutes from I-10 and I-110 freeways; and only 20 minutes from the LA and Long Beach Harbors



# Inglewood Challenges

- ◆ Inglewood, like other California communities, was hit hard in the recession of the 1990's
- ◆ Inglewood lost \$2.5 million because of ERAF in 1992
- ◆ Inglewood lost \$2.7 million with the adoption of Prop 218 in 1996

# Inglewood Challenges (cont'd)

- ◆ Though Inglewood voters approved the development of a Casino at Hollywood Park in 1995, the revenues never equaled their campaign projections and the industry remains challenged by their competitors in Las Vegas and Indian reservations
- ◆ The Lakers and the Kings moved to Los Angeles in 1999; creating about a million dollar revenue shortfall

# Inglewood's Recovery

- ◆ Over the past four years, Inglewood has taken an aggressive approach to economic development and community revitalization
- ◆ The City has adopted a theme: Community Beautification & Economic Development
- ◆ The City has established two new departments dedicated to efforts of economic development and community beautification



# Inglewood's Recovery (cont'd)

- ◆ The Office of Economic and Business Development focuses on business assistance, business retention/expansion and business attraction, with specific goals to attract businesses that create viable jobs, generate revenue for the City; and create services and provide quality products that Inglewood citizens want to utilize

# Inglewood's Recovery (Cont'd)

- ◆ The Community Beautification Services Department was created to aggressively and expeditiously remove unsightly graffiti, respond to code violations, cite and enforce parking violations, remove abandoned vehicles, and create a team approach to all special enforcement and neighborhood preservation activities

# Inglewood's recovery (cont'd)

- ◆ Jointly, these departments operate under the theme: “without community beautification, there will be no economic development”

# Inglewood Recovery (cont'd)

- ◆ The City received a \$900,000 grant from EDA to do street improvements in its downtown area; the EDA required a 50 percent match, but the Agency decided to invest an additional \$2 million from the Agency, along with Section 108 HUD funds to implement more comprehensive improvements

# Inglewood's recovery (cont'd)

- ◆ The City/Agency invested \$4.9 million in its downtown to improve the overall streetscape, which included street improvements, new pedestrian benches, a water fountain, widened tiled sidewalks, new landscaping and planters; new signs and street banners

# Inglewood's Recovery

## THE NEW MARKET STREET



# Inglewood's Recovery (cont'd)

- ◆ Once we completed the streetscape, we realized that the house was only half painted
- ◆ We initiated a Façade Rebate Program, using HUD Section 108 Loan funds, and provided businesses with a 40 percent rebate for making exterior improvements

# Inglewood's Recovery (cont'd)

- ◆ Because a number of businesses could not take advantage of the “rebate” program, we have revised the Façade Program
- ◆ We hired an architect and we will contract with a contractor to do the façade work and have property owners sign an agreement to maintain it



# Inglewood's Investment Spurred Citywide Interest

- ◆ We found that when we made our investment in the downtown, it stirred interest throughout the City
- ◆ The City's Redevelopment Agency is negotiating with a developer to develop an anchor mixed-use project on the north-end of our downtown that will include 35,000 square feet of retail and 60 two- and three-bedroom town homes

# Inglewood's Revitalization

- ◆ Home Depot, serving as the developer, bought 42-acres on the Hollywood Park property to create a commercial center that is anchored by Home Depot and Target, and includes several other retail pads which are under development, including a Bally's Fitness, Walgreens, Payless Shoes, In-N-Out Burger, Quizno's, and women apparel

# Inglewood's Revitalization

- ◆ Costco, which opened in Inglewood in 1984 is planning to expand to increase its floor area from 119,000 square feet to 148,000 square feet and create 35,000 sq. ft. of retail space, along with an 8-pump gas station

# Inglewood's Revitalization

- ◆ Stan Rothbart recently purchased 60-acres on the north-end of the Hollywood Park property to create a commercial retail center that will stretch as large as 12 city blocks

# The Inglewood Strategy

- ◆ In 2001, the City received a \$250,000 EDA grant to implement a community-wide smart growth initiative

# The Inglewood Strategy

- ◆ The City is conducting a comprehensive economic impact and market analysis of its major business corridors and proposed development projects, so that we can put together a economic development strategy that facilitates “smart growth”
- ◆ The City is contracting with GIS Planning to implement a web-based economic development site that site selectors can use to identify available commercial and industrial properties in Inglewood

# The Inglewood Strategy

- ◆ With the big box retailers on the 42-acre site and the potential for additional big box retailers on the 60-acre site, we are putting together strategies to support small and medium-sized business
- ◆ We have entered into partnership agreements with five non-profit organizations to provide technical assistance to our small businesses, in the areas of marketing, finance, one-on-one business consultations and related services

# The Inglewood Strategy

- ◆ The City is implementing an aggressive marketing campaign to showcase Inglewood businesses and to market the city as the "City of Choice"



# The Inglewood Strategy

- ◆ We are partnering with graduate schools of policy, planning and development at USC and UCLA
  - USC provided two interns in the Economic Development office and their graduate class conducted an economic impact analysis of one of our business district
  - The City entered into an MOU with UCLA and they are identifying interns for our economic development office; UCLA extension will provide classes for our businesses, and they are going to assist us with some marketing and asset mapping

# The Inglewood Strategy

- ◆ The City is studying Mayor Hahn's new Safety and Security Alternative to LAX Master Plan to position ourselves for potential economic development opportunities

# The Inglewood Strategy

- ◆ In our business attraction efforts, we are taking advantage of what Harvard Business School Professor Michael Porter said in his paper, "The Competitive Advantage of the Inner City," that "though average incomes are relatively low, high population density translates into substantial purchasing power and a large market." In one area in Boston, Potter's study showed that despite a 21-percent lower average household income than the rest of the area, spending power per acre was 5.6 percent higher and much higher than in the surrounding suburbs." – Inglewood has purchasing power and is a tremendously strategic City to invest in – we call it, "The City of Choice"